

EXPERIAN CASE STUDY



Experian's "Income Insight" campaign resulted in a 3824% ROI or \$38.24 returned for every dollar spent.

CLIENT: Experian

INDUSTRY: Financial Services

PROJECT: Income Insight Campaign

SG SERVICES: Direct Mail

BACKGROUND

Experian is a global leader in providing information, analytical tools and marketing services to organizations and consumers to help manage the risk and reward of commercial and financial decisions. Experian helps businesses improve efficiency and become more profitable.

PROJECT GOALS

Experian was looking to launch their new "Income Insight" product, a tool for lenders to assess a consumer's ability to pay before setting credit limits and educate financial institutions on new government lending regulations. They were also looking to exceed the results of their current campaign.

CHALLENGES

"The small tchotchkes we were sending weren't capturing the attention of executives and thought something more three-dimensional and interesting would," said the marketing communications manager at Experian.

OUR APPROACH

We designed a uniquely-shaped mailer to stand out. The cover featured seemingly equal loan applicants next to each other, and appearing through a die-cut window, is a question regarding their ability to pay back a loan. The answer is revealed at the pull of a tab. Upon opening the piece, a cube pops out and into full dimensional shape. The inside delivered detailed product information and an offer.

SUCCESS

The campaign resulted in a 3824% ROI or \$38.24 returned for every dollar spent. The client stated, "The piece was very dynamic and told a clear story. Its format allowed us to address the pain point of our customers and communicate what these businesses want to know."